



# French Travelers to Virginia 2016



## Fifth Largest Overseas Market

**25,612**  
French Travelers

**60%** Virginia as a Main Destination

**48%** Washington D.C. as Main Port of Entry

**10.4** Nights Average Length of Stay

**2.7** Average number of States visited

**87%** Traveled to the U.S prior to this trip

### Main Purpose

**46%**  
Friends & Family

**25%**  
Vacation

**12%**  
Business

**7%**  
Convention

**10%**  
Study

### Traveler Demographics

**\$83,281**  
Average Household Income

### Traveler Occupation

**41%**  
management/business / science/arts

**19%**  
Service occupations

**17%**  
retired

**\$801**  
Spending per visitor per trip

**58%** Stayed in Hotels

### Spending categories

**44%**  
Lodging

**16%**  
Food/Beverages

**13%**  
Shopping

**9%**  
Entertainment/ Recreation

**15%**  
Ground Transportation

**2%**  
Air Transportation

### Top Activities

**90%**  
shopping

**73%**  
sightseeing

**62%**  
art galleries/ museums

**57%**  
small towns/ countryside

**54%**  
historical locations

**49%**  
national parks/ monuments

**42%**  
fine dining

**37%**  
cultural/ethnic heritage sites

**25%**  
concert/play/ musical

**19%**  
sporting events

**13%**  
guided tours

**13%**  
American Indian Communities

**12%**  
amusement parks

**11%**  
Environmental Excursions

**8%**  
water sports

### Trip Planning

**96 Days**  
Prior to departure

**23%**  
1 Month

**19%**  
2 Months

**24%**  
3 Months

**10%**  
4 Months

**25%**  
More than 4 Months

### Month of Travel

**24%**  
Spring

**22%**  
Fall

**30%**  
Summer

**24%**  
Winter

### Travel Information Sources

**66%**  
Airline

**26%**  
Online Travel Agency

**26%**  
Personal Recommendation

**18%**  
Travel Agency Office

**16%**  
Corporate Travel Department

**13%**  
National/State/ City Travel Office

**13%**  
Travel Guide

**9%**  
Tour Operator/ Travel Club

**3%**  
Other

### Travel Parties

**65%**  
Solo

**13%**  
Couples

**19%**  
Travel with family/relatives

**10%**  
Travel with children